SUPPLEMENT EXPENDITURES BY MFR AND BRAND
AUGUST 1994

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	147,120	3,768,523
R. J. Reynolds	101,768	101,768
American	687,360	4,445,353
P. Lorillard	56,683	59,487
TOTAL	992,931	8,375,131

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LTS
Advertising Services, Inc.
86 Terry Road, Smithtown, L.I., New York 11787
516-265-0404
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Source: https://www.industrydocuments.ucsf.edu/docs/ymmm0004

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AUGUST 1994

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B+H	0		937,915	
B+H UL	0		88,470	
B+H M	0		163,730	
		0		1,190,115
BASIC	0		1,410,943	
		0		1,410,943
MERIT+UL+ULTIMA	0		1,020,345	
		0		1,020,345
V SLIMS	147,120		147,120	
		147,120		147,120
TOTAL	147,120		3,768,523	

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R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
WINSTON SELECT	101,768		101,768	
		101,768		101,768
TOTAL	101,768		101,768	

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American

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CARLTON	327,208		1,196,192	
		327,208		1,196,192
MISTY L + ML	267,840		267,840	
MISTY SLIM L	0		511,539	
		267,840		779,379
MONTCLAIR	0		2,377,470	
		0		2,377,470
SPECIAL 10'S	92,312		92,312	
		92,312		92,312
TOTAL	687,360		4,445,353	

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AUGUST 1994

P. Lorillard

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
KENT INTERNAT'L	56,683		56,683	
		56,683		56,683
NEWPORT	0		2,804	
		0		2,804
TOTAL	56,683		59,487	

2070219681

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